

## Miller's Service Spans 31 Years

Donald E. Miller, manager of Sears, Roebuck and Co.'s new store in College Plaza, has more than 31 years of service with the company, all spent in the Canton - Alliance area.



DONALD E. MILLER

A native of Massillon, he joined Sears in May 1947 in the receiving department of the Canton store and subsequently advanced to manager of several merchandise divisions.

Miller was hardlines merchandise manager in Canton when promoted in February 1968 to manager of the downtown store in Alliance.

During his ten years in Alliance, he has been active in the Kiwanis Club, Chamber of Commerce and Downtown Merchants Association (a past president).

Miller is married to the former Gloria Birch of Canton. Their son, Donald Jr., is an attorney and resides in North Canton.

With Alliance's Carnation Queen playing a leading role, the new Sears, Roebuck and Co. store in College Plaza will formally open on Wednesday,



PATTI FRASHER

with a brief, colorful ceremony at 8:50 a.m.

Joining the 1978 Carnation Queen, Patti Frasher, in the festivities will be Donald E. Miller, Sears local manager, and Mayor James Puckett of Alliance. Dick Elliott, WFAH-radio personality, will serve as master-of-ceremonies.

Opening-day visitors will find Sears College Plaza sparkling in spacious, modern surroundings, with all 18 merchandise divisions and the service departments located on one floor.

A major convenience will be an attached, two-stall automotive service center. It will provide most types of maintenance and installation operations while the owner shops in the mall, manager Miller pointed out.

Sears - Alliance will also showcase an innovation to make catalog shopping easier

- Catalog Express Service. Under this new convenience, customers save considerable time by picking up their own orders in a color-coded receiving area and proceeding to an adjacent check-out counter.

The new College Plaza store will feature household appliances and home improvement merchandise in addition to catalog sales in its 20,000-plus square feet area.

Major departments include floor coverings, home entertainment (television-radio-stereo equipment), building materials, electrical, home laundry appliances, refrigerators and freezers, sewing machines, automotive, paint, hardware and plumbing-heating.

The store design, display equipment and lighting fixtures in the new unit reflect the latest and best features developed by Sears

in its 92 years of meeting the needs of the American family, the manager said.

Miller heads a sales and service staff of more than 30 full- and part-time employees. An experienced retailing executive, he joined Sears in 1947 and has spent his entire career in the Canton-Alliance area.

Sears new Alliance store was constructed under company plans and specification by Paul A. Kintz Construction Co. of Alliance. The architect was Neil & Wennlund Inc. of Chicago.

"Our new store serving the growing Alliance trading area is really a thank-you from Sears to our many friends who by their loyalty through the years has brought about this new facility," Miller said.

Sears College Plaza store will be open 9 a.m. to 9 p.m., Monday and Friday. The schedule for Tuesday, Wednesday, Thursday and Saturday will be 9 a.m. to 6 p.m.

## Small Beginning Led To Giant

Most large things start small. This is true of Sears, Roebuck and Co. — the world's largest retailing organization. Founded by railroad agent, Richard W. Sears, it has moved from a one-man organization to one that employs about 460,000 people nationwide.

Young Sears began his company in 1886 by purchasing an unwanted carton of gold-filled watches. He sold them to fellow agents for \$14 each, earning himself a \$2 profit on each watch.

The business prospered and within six months, Sears had

earned \$5,000. He quit his railroad job and moved his business to Minneapolis.

Alvah C. Roebuck came into the picture in 1887. Roebuck's watchmaking ability, coupled with Sears' aggressive salesmanship, became the base for the thriving mail-order business. The firm now moved to Chicago, and in 1893, it took the corporate name, Sears, Roebuck and Co.

The earliest Sears catalogs featured only watches. But by 1895, this catalog boasted of such things as shoes, women's garments, wagons,

fishing tackle, stoves, furniture, china, musical instruments, saddles, firearms, buggies, bicycles, baby carriages and glassware.

The quick expansion of Sears, Roebuck and Co. brought with it organizational problems. Julius Rosenwald bought into the company in 1895 and is credited with organizing the company so it could handle orders on an economical and efficient basis.

Needing additional capital, the company put its stock on the market in 1906. Things flew from there. Sears built a

new plant in Chicago and also opened up its first branch office in Dallas, Texas. The number of catalog plants grew as the number of orders grew.

Sears, Roebuck and Co. entered retailing in 1925 with the opening of its first store in the Chicago catalog order plant. Today Sears operates more than 850 stores.

The international end of the Sears operation began in 1942 with the opening of its Havana, Cuba, store. Sears is now represented in 15 countries on three continents.

Its major facilities are

landmarks. Back in 1906, the new Sears plant on Chicago's West Side was the largest business building in the world. Sears can claim this again today. The 110-story Sears Tower, completed in Chicago in 1974, is the world's tallest office building.

**BOAT ACQUIRED**  
EXETER, England (AP) —

A new attraction at the Exeter Maritime Museum is Hero, a 35-foot launch built nearly 100 years ago.

The museum has one of the world's largest collections of working boats, with more than 80 craft afloat.

## THANK YOU!

To all the many volunteers  
whose efforts made possible  
a great Republican Victory  
in Stark County on Nov. 7th,  
our congratulations and  
most sincere thanks!

Robert E. Levitt, Chairman  
STARK COUNTY REPUBLICAN ORGANIZATION